



WXYZ

ORDER

Print Date 11/16/12 Page 1 of 4

Flight Dates 10/29/12-11/06/12

WXYZ DETROIT		<u>Product</u>	<u>Estimate #</u>	C29N06
<u>Contract / Revision</u>	315809	/	<u>Liberty Bell</u>	<u>Alt Order #</u>
<u>Original Date / Revision</u>	10/24/12	10/29/12	<u>Agency Com</u> 15%	<u>Billing Type</u> Cash
			<u>Billing Contact</u>	<u>Order Type</u> GENERAL
<u>Advertiser</u>	The People Should Decide C		<u>Billing Cycle</u>	EOM/EOC
			<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Smart Media Group		<u>Demographic</u>	A25-54
<u>Buying Contact</u>			<u>Rev Codes</u>	POL POL ISS Ballot
814 King Street - Suite 400	<u>Sales Office</u>	EWSDC	<u>Product Codes</u>	PL
Alexandria, VA 22314-3039	<u>Sales Region</u>	NAT	<u>Priority</u>	P-1
	<u>Agency Ref</u>		<u>Advertiser Ref</u>	

Primary Account Executive

[www.daveombardo.com](#)

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 476666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	30%	143000
WDWB	%	0
WJBK	20%	95333
WKBD	5%	23833
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	15%	71500

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$121,550.00	\$143,000.00	0.00	10/29/12	11/06/12	61	\$121,550.00	\$143,000.00
Totals	61	\$121,550.00	\$143,000.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$121,550.00	\$143,000.00	0.00	10/29/12	11/06/12	61	\$121,550.00	\$143,000.00
Totals	61	\$121,550.00	\$143,000.00	0.00					



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Contract / Revision**315809**Flight Dates**10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision

10/24/12/ 10/29/12

Order Sep 00:20:00Advertiser **The People Should Decide** Product **Liberty Bell**Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 3	WXYZ	10/30/12	11/02/12	M-F 1p-2p The Chew	CM	1-2pm M-F	- TWTF--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		2	\$1,500.00		0.00						
N 4	WXYZ	11/05/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	M-----		1	\$1,500.00		0.00						
N 5	WXYZ	10/30/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- TWTF--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		5	\$1,800.00		0.00						
N 6	WXYZ	11/05/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	M-----		1	\$1,800.00		0.00						
N 7	WXYZ	10/30/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		2	\$2,000.00		0.00						
N 8	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	MT-----		2	\$2,000.00		0.00						
N 9	WXYZ	10/30/12	11/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		5	\$2,000.00		0.00						
N 10	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	MT-----		2	\$2,000.00		0.00						
N 11	WXYZ	10/30/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWTF--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		2	\$1,500.00		0.00						
N 12	WXYZ	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	MT-----		2	\$1,500.00		0.00						
N 13	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		2	\$1,200.00		0.00						
N 14	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		2	\$1,200.00		0.00						
N 15	WXYZ	10/30/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	5-6pm M-F		2	\$3,000.00		0.00						



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10/24/12/ 10/29/12

Order Sep 00:20:00Advertiser **The People Should Decide** Product **Liberty Bell**Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N15	WXYZ	10/30/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		5	\$3,000.00			0.00					
N16	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$3,000.00			0.00					
N17	WXYZ	10/30/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	- TWTF--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		5	\$3,000.00			0.00					
N18	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$3,000.00			0.00					
N19	WXYZ	10/30/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	- TWTF--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		3	\$3,000.00			0.00					
N20	WXYZ	11/05/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$3,000.00			0.00					
N21	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$2,200.00	FX	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$2,200.00			0.00					
N22	WXYZ	10/30/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-	- TWTF--	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		1	\$750.00			0.00					
N23	WXYZ	11/05/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-	-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$750.00			0.00					
N24	WXYZ	10/30/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun-	- TWTFS	:30	4	\$5,000.00	FX	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTFS		4	\$5,000.00			0.00					
N25	WXYZ	11/05/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-SunM-	-----	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$5,000.00			0.00					
N26	WXYZ	11/05/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M-----	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$5,000.00			0.00					
N27	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/12	11/04/12	M-----		2	\$1,200.00			0.00					



WXYZ

Print Date: 11/16/12

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Contract / Revision**315809**Flight Dates**10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/24/12/ 10/29/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **Liberty Bell**Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N27	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2	\$1,200.00			0.00					
														Totals	61\$143,000.00